

.Gov Domain Name

What using .gov does for ND Agencies

- Assurance that you are dealing with a government site when seeing or hearing '.gov'
 - This domain is protected and can only be used by government entities.
 - With the movement of federal, state and other levels of government towards .gov, this is being advertised and marketed as the safe and reliable place to look for government information.
 - Federal and States governments are moving towards this, to date all but 5 states are using the .gov domain.
- Consistency
 - As people get used to a specific structure for URLs, they can almost guess what the extension will be when they are looking for something. Navigation through the site becomes easier.
- Costs
 - ND has purchased nd.gov, there is no charge to register additional domains under this. That allows all North Dakota state, county and local governments to get on board with out a cost to them.
- Centralized marketing strategy
 - By joining the marketing and promotion of .gov, we are helping educate the public on where to find official government information.
 - Fresh marketing strategies could market xxx.nd.gov just as easily as xxx.com.

Other examples of specialized domains that draw automatic associations to the type of information expected.

- .edu education
- .mil military
- .tv Television

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Disadvantages of using non .gov domains

- Non regulated domains
 - Content within variations of the name or extension is out of your control unless you purchase all of them. If the extensions are all still available for your name, this is an ongoing process as new domains are available.
 - How does a customer know if they are truly on a government site or a site that could be a Phishing scam, or another company playing the middle man such as in the birth/marriage/death certificate purchasing world.

One example:

Birth Records, certified original **Birth Certificate** records. Order ...

Obtain certified **Birth Certificates** from the State of **North Dakota**. ... The price starts at \$41.75 for each **North Dakota Birth Certificate**, which includes ...

www.usavital.com/birth/usav_birth_north_dakota.html - 28k - Cached - Similar pages

Supporting documentation:

As stated in the conclusion of the Brown University study on the progress of e-government within the states:

“States should have consistent URL’s for agencies. These would make it easy for visitors to navigate between state agencies, since they always know they’re visiting an official state website. Florida, for example, has inconsistent URL’s. Some have the state.fl.us ending (<http://www.dc.state.fl.us/> for the Department of Corrections), while others have a .gov ending (<http://www.flgov.com/> for the governor’s office), and still others have a .org ending (<http://www.floridavets.org/> for the Department of Veterans Affairs). Oregon is another example of a state which uses both the .gov and .us ending. Michigan, meanwhile, has consistent URL’s, with all sites starting with www.michigan.gov followed by the agency (<http://www.michigan.gov/mdch/> for the Department of Community Health, <http://www.michigan.gov/corrections/> for the Department of Corrections, and <http://www.michigan.gov/deq/> for the Department of Environmental Quality).”

From a Meeting Summary of “Open” Call for States on the Dot-Gov Domain—September 30, 2004

“Ellis is with GSA’s Office of Electronic Government & Technology, Electronic Government Strategy Division. He indicated that the dot-gov domain has been an overwhelming success. In fact, the final dot-gov rule was delayed almost a year so that GSA could include state and local government entities in the domain.”

“Note that, because there is no content check with dot-com (as there is with dot-gov and dot-us) the dot-com’s information is “unofficial” and you must have a notice that tells the user when going from dot-gov to dot-com. This is the case even if a parks department has a dot-com website—many parks departments have dot-com websites, because they have ads and banners, etc.”

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Original presentation in Feb 23, 2004

Impact of standard:

- ❖ Establishes governance for state agency domain registration's; no standard exists today
- ❖ Agencies would begin redirecting addresses while maintaining current naming
 - www.banknd.com
 - www.jobsnd.com
 - www.ndsexoffender.com
- ❖ Cost for technical change is minimal
 - Configuring redirects estimated at 1 hour per agency
 - Updated Secured Socket Layer (SSL) certificates unique (non-state.nd.us) domain names; \$500/certificate x ~16 sites = ~\$8k
 - Existing links and advertising on websites (at agencies' discretion)
 - Stationary and business cards reprinted as existing supplies are used up
 - No sunset date proposed; non-**nd.gov** sites will be removed when statistics on usage indicate they are no longer publicly used

3rd level domain benefits:

- ❖ Compliant with Federal **.gov** policy
 - Official and secure Internet presence
 - Instill public trust in government websites
- ❖ Enhance usability via more consistent naming conventions
 - State websites will be easier to find which improves accessibility to state information for ND customers
- ❖ Establishes sound branding strategy for e-Gov services – a single presence to the public
- ❖ Ability to utilize “single-sign-on” to e-Government services in the future; improving quality of service
 - *Example:* Quarterly information could be filed w/ Secretary of State, Worker's Comp, Job Service and Tax Department; common browser “cookie” could pre-populate forms for business users eliminating redundant data entry
- ❖ The state would be free to develop policy on how the local government should be registered under **.nd.gov**
 - Free registration for cities, townships, libraries, etc. registered